



Nichols College



Master of Business Administration (Business Background)

STUDENT DATA:

NAME: ROADMAP'S DEGREE

SSN: 000-00-0000

Credit Potential
Required Credit

COMMON SKILLS

(3-21 credit hours) There are seven Common Skills courses, of which, Effective Business Communications is required for all students. Some of the remaining courses, (such as: Management Theory; Business Quantitative Tools & Statistics; Accounting for Managers; Marketing Management; Financial Management; and Applied Economics) may be exempted by the Program Director after reviewing the student's official undergraduate transcripts.

A student's program of study (12-15 courses) will be dependant on previous academic coursework in business and on the number of Common Skills courses the student needs. Students who have completed undergraduate business courses and have earned credit at a "C-" or better may be permitted to waive Common Skills courses GSB 502, 503, 504, 505, 506, or 507. Students must complete a program of study that includes the appropriate number of Common Skills courses, Business Essentials and Practical Choice electives. (A total of 36 - 45 credits are needed for degree completion)

Effective Business Communication (GSB 501)

3.00

This course focuses on the communication process and its effect on organizational behavior. Students will learn how to improve their communication skills with co-workers, supervisors, and customers; and the importance of communication for individual professional development. Issues such as diversity, ethics in communication, persuasive sales techniques, and the impact of technology will also be discussed.

BUSINESS ESSENTIALS

Organizational Behavior (GSB 600)

3.00

This course is designed to introduce students to both theoretical as well as practical use of the behavioral sciences in organizational settings. Topics covered include; organizational socialization, learning and problem solving, motivation, power and influence, leadership, organizational culture, group dynamics, and organizational learning and change. Significant time is spent in case discussion, role plays and other experiential exercises designed to make the topics meaningful and relevant to the effective practices of management.
Prerequisite: GSB 502 or equivalent.

The Leadership Experience (GSB 602)**3.00**

Every organization, be it the international conglomerate or the nuclear family, requires leadership. This highly interactive course is designed to draw upon the life experiences of its participants in order to enhance their understanding and implementation of what is required to mobilize resources and move an organization forward. Utilizing the classroom as a laboratory, we will explore leadership from a variety of perspectives: theoretical to practical, personal to global, frustrating to inspirational.

Prerequisite: GSB 502 or equivalent

International Business (GSB 603)**3.00**

An examination of international business management and practice which studies the theoretical relationships underlying international business transactions, the role of the multinational corporation in our global economy, and governmental policies and cultural traditions as they affect international business operation. The growing role of the developing nations in our international economy is also assessed.

Strategic Management (GSB 800)**3.00**

This course is intended to integrate the theoretical and practical knowledge which has been acquired in previous functional courses. Integration is accomplished by the analysis of cases reflecting complex management problems involving formulation and implementation of strategy which cross several functional areas. (Capstone Course)

PRACTICAL CHOICES

There are four Practical Choice topics from which to choose in order to finish the MBA Program. The subject areas are: Accounting & Finance, Economics & International Business, Management Decision Making, and Marketing Management. Depending on how many Common Skills are waived, students are required to complete four to seven Practical Choices, of which at least one must be taken in each of the four areas of study.

Accounting and Finance**3.00**

Choose at least one course from the list below:

GSB 700 Special Topics

GSB 701 Managerial Cost Analysis: An advanced management accounting course presenting the cost and profit analysis for decision making that is universally applicable to all business organizations. Subject matter will include the quantitative management techniques and decision models needed for effective planning and control.

Prerequisites: GSB 503, 504, & 506 or equivalent

GSB 702 Taxation for Managers: A course designed to analyze the effects of tax laws upon the operations of a business enterprise. The student becomes acquainted with the tax returns applicable to partnerships, corporations and fiduciaries. Emphasis is placed on an understanding and appreciation of tax factors in everyday decision making, tax planning, and possibilities for legitimate tax avoidance. An examination will be made of the effects on

law and policy of recent tax reform legislation.

Prerequisites: GSB 503, 504, & 506 or equivalent

GSB 703 Financial Reporting: The emphasis is on the examination of current issues and trends in financial accounting and their applicability to financial statement presentation. MBA students will develop an in-depth knowledge and understanding of the current theory and standards affecting modern financial statement presentation. Prerequisites: GSB 503, 504, & 506 or equivalent

GSB 704 International Finance: Familiarizes students with the concepts, tools, practices, and procedures encountered in international financial markets. Covers macroeconomics and risk management in the international environment. Uses problem and case discussions to enhance student understanding of various international financial concepts.

Prerequisites: GSB 503, 504, & 506 or equivalent.

GSB 705 Financial Decision Making: Analysis of internal financial problems of business firms; current asset management; short and intermediate-term financing including bank relations and lending policies; decision-making under uncertainty regarding needs and sources of funds. Cost of capital and valuation of the firm; evaluation of capital projects under uncertainty; financial lease evaluation; long-term financing; planning dividend and earnings and retention policy; management of mergers and acquisition programs.

Prerequisites: GSB 503, 504, & 506 or equivalent

GSB 706 Management Accounting & Control: A study of management accounting concepts and procedures used in decision-making and performance evaluation. Stress is placed on the design of internal accounting systems as they relate to budgets, cost determination, and decision theory. The importance of understanding and properly using cost in management decisions is emphasized.

Prerequisites: GSB 503, 504, & 506 or equivalent

GSB 707 Investments and Securities: Introduction to the nature, problems, and process of evaluating particular securities and portfolio construction. Examines the environment in which securities are traded and the techniques by which they are evaluated. Institutional aspects of various securities markets are studied and contemporary economic analysis is applied to the technical analysis of stock and bond price trends.

Prerequisites: GSB 503, 504, & 506 or equivalent

Economics and International Business

3.00

Choose at least one course from the below list:

GSB 710 Special Topics

GSB 711 Managerial Economics: An application of micro-economic analysis to the business decision-making process. Emphasis upon the theory of consumer behavior, the production and cost decisions of the individual firm, and the influence of monopolistic elements upon the formulation of executive

business policy.

Prerequisite: GSB 507 or equivalent.

GSB 712 International Economics: The emphasis is on an examination of the reasons for trade, the costs and benefits from trade, barriers to trade, exchange rates, balance of payments, the macroeconomic effects of trade, and current issues in trade.

Prerequisite: GSB 507 or equivalent..

GSB 713 Monetary and Fiscal Policy: This course examines the impact of discretionary monetary and fiscal policy on the level of national income, output, and employment. Emphasis will center on the role of money and banking, and the nature of government expenditures, borrowing, and taxation.

Prerequisite: GSB 507 or equivalent..

GSB 714 Business, Government and the Global Economy:

Examines the relationship between business, industry and government policy-making. Reviews how business/government relationships are developed and sustained, and the impact of pressure groups on administrative decision-making. The origins, development and current policies of key regulatory agencies are examined in comparative perspective through analysis and case studies of business/government relationships in the U.S., the European Union, Latin America and the emerging Asian economies. The effects of regulation upon economic competition are assessed.

Prerequisite: GSB 507 or equivalent.

Marketing Management

3.00

Choose at least one course from the below list:

GSB 720 Special Projects

GSB 721 Sales Management: An advanced elective course that investigates activities and challenges of the sales management process at all organizational levels within the context of the total marketing process. Deals with sales management considerations rather than the personal selling process. Subject areas include: recruiting, organizing, training, compensation, leading, motivating, and managing the sales force.

Prerequisite: GSB 505 or equivalent.

GSB 722 Marketing Research: This advanced course is designed around the continuous need for more, and better, marketing intelligence to support managerial decision-making. The student is introduced to research methodologies employed in the gathering, analysis, and presentation of such intelligence.

Prerequisite: GSB 505 or equivalent.

GSB 723 New Product Development: Students will learn about contemporary design and development issues such as identifying customer needs, design for manufacturing, prototyping and industrial design, product design and development, and a detailed set of product development techniques aimed at bringing together the marketing, design, and manufacturing function of the enterprise. The integrative methods used in this course will facilitate

problem solving and decision making among students with different disciplinary perspectives, reflecting the current industry trend to perform product design and development in cross-functional teams. All of this will provide a basis for product managers, project managers and team leaders. Students will also learn the intricacies of how to develop an effective development strategy.

Prerequisite: GSB 505 or equivalent.

GSB 724 International Marketing: An examination of the increasing and evolving complexities encountered by firms entering and competing in the international marketplace. Emphasis will be placed on the international economic, political, cultural and financial environment of marketing managers.

Prerequisite: GSB 505 or equivalent.

GSB 725 Marketing Strategies: Focuses on the strategic decisions necessary to match organizational resources and objectives with market opportunities. Emphasis on the managerial approach to product development and diversification, pricing, communication through advertising and selling, and distribution decisions. Planning, research, and organizational aspects of marketing decision-making are stressed throughout. Examines consumer and industrial products and services, profit, non-profit, public and private organizations, and the social and legal implications of marketing policies.

Prerequisite: GSB 505 or equivalent.

GSB 727 Ecommerce Strategy: This course investigates and dissects the numerous business models that both the new Internet players and the traditional players are implementing, as the underlying elements of the Internet continue to rapidly change and evolve. Course will examine which models are fundamentally more sound than others and the inherent risks associated with each of these models. (Course requires students to have Internet access).

Prerequisite: GSB 505 or equivalent.

Management Decision Making

3.00

Choose at least one course from the below list:

GSB 730 Special Topics

GSB 731 Entrepreneurship: This course examines the entrepreneur as a personality type while examining both the theoretical and practical aspects of starting and managing a small business. Using readings, case studies, and stimulations, students learn of the entrepreneurial experience with emphasis on forms of ownership, sources of assistance, franchising, financing location, purchasing, personnel, marketing, and other relevant topics.

Prerequisite: GSB 502 or equivalent.

GSB 732 Operations Management: Analysis of production problems and solution techniques. Work-flow processes, the technology of materials and equipment, and control of the availability, quality, cost and price of products and resources.

Prerequisite: GSB 502 or equivalent.

GSB 733 Human Resource Management Labor Relations: Policy, procedures and organization of the personnel process including: human resource development, line and staff relationships, job description and analysis, recruitment, training, and performance appraisal; collective bargaining, labor-management relations and wage and salary administration are examined through extensive use of case studies.

Prerequisite: GSB 502 or equivalent.

GSB 734 Advanced Statistical Techniques: A second course in statistical analysis, with emphasis on the application of statistical methods to business decision-making. Topics covered will include the following: linear regression and correlation analysis; multivariate regression and correlation analysis; time series analysis; index numbers; economic models; decision theory; non-parametric statistics.

Prerequisite: GSB 502 & 503 or equivalent.

GSB 736 Internet Literacy and Web Page Design: This course will provide students with the knowledge and background to use and understand the Internet and World Wide Web (i.e. e-mail, WWW browsing, search engines, ftp, telnet, etc.). It will also provide the student with the tools to evaluate existing web-sites, and introduce the tools needed to use and create their own web-sites. Students are required to have a working knowledge of the Windows environment, and access to a Windows PC or a Macintosh running either Netscape Communicator or Microsoft Internet Explorer, Internet access with email.

Prerequisite: GSB 502 or equivalent.

Free Electives - 700 level

9.00

Choose three additional 700 level courses from any of the Practical Choice areas.

Graduate credit, application of which must be determined by Admissions

TOTAL

36.00

0.00

Thank you for requesting support from the U.S. Coast Guard Institute (CGI). Whereas we serve as an activity in support of your unit Educational Services Officer (ESO), you are encouraged to seek assistance from your local ESO in your academic endeavors. The following information is provided to help you understand what is presented in this degree plan:

Nichols College General Information:

Nichols Academy was founded in 1815 by Amasa Nichols, a wealthy Dudley industrialist. An early benefactor of the Academy was Samuel Slater, "the father of cotton manufacture in the United States. Nichols College is located in Dudley, MA a small town known for its quaint, rustic beauty. Their 27 buildings are situated across more than 200 acres of rolling hills. From almost anywhere on campus, the vistas are breathtaking.

A study by APBnews.com listed Nichols College among the schools with the lowest risk of crime. Nichols was given a rating of "1", which the study defines as having a crime risk of "less than one-fifth the national average". Is this Accurate? Yes!

Their innovative approach to education goes beyond basic classroom instruction to add the critical skills you need to succeed...that's "The Nichols' Edge." They produce graduates who are well rounded, sophisticated, computer literate, and prepared to take their place in an executive community. The New England Association of Schools and Colleges accredit Nichols College.

They guarantee a four-year curriculum. This means you'll have access to all the courses you need to graduate in four years! With 800 full-time students and an average class size of 22 students, Nichols offers an ideal learning environment tailored to your needs. Professors and students get to know each other as individuals. Be assured that your classes will be interactive and engaging. That's the Nichols' community!

Nichols College provides individuals who are working full or part-time with a number of options to earn an undergraduate degree. Evening and weekend courses, a variety of locations, online assisted directed studies classes and accelerated formats allow you to complete a degree program at a pace that compliments your lifestyle. Choosing Nichols means you will be in small classes with affordable tuition and access to experienced academic advisors. If time is of the essence, you can register for an accelerated format. Nichols courses are scheduled to meet the needs of working adults with busy schedules. Classes run for 15 weeks (traditional semester based), 8 weeks (Accelerated program) or can be self-paced through online study. Coursework can be completed at a variety of locations including Worcester, Dudley, Boston, and through the convenience of online technology. Online assisted directed study courses allow complete degree completion from anywhere!

Nichols College offers undergraduate and MBA degree programs at military locations throughout the Northeast and in NY & DC. Nichols is a Service Member's Opportunity College (SOC). Prior college courses and military experience may qualify for transfer credits. This option allows students to take advantage of the ability to transfer credits from other SOC colleges to our programs to minimize loss of credit and duplication of courses. Nichols courses can likewise be transferred to any SOC college worldwide. We also allow transfer credits for military education.

Tuition for students is: \$470 per credit hour for Graduate level courses. (subject to change)

For more information regarding the Master in Business Administration degree, please contact:

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NAME: ROADMAP'S DEGREE

SSN: 000-00-0000

<http://www.nichols.edu>

This college is rated as one of the nation's best in U.S. News & World Report's "America's Best Colleges" issue.

Evaluation completed by: Charles Morrison

On: 31 July 2007